

# Beyond the Grant

*Innovating Your Revenue Strategy for Sustainable Growth*

## The Garden Growth Self-Assessment

A healthy revenue strategy grows like an acacia on the savanna. Work through each checkbox to find where your garden is thriving and where it needs to put down deeper roots. **Tick what's true today; the blanks are your roadmap.**

### 01 Audit Your Tap Root – *revenue*

- We track our **average cart value** per transaction.
- We measure **conversion rates** – web visits to ticket purchases.
- We offer **add-ons and upsells** at checkout, and can name exactly what they are.
- We've mapped the **ticket → member → donor** funnel and know each conversion %.

### 02 Build Fire-Resistant Bark – *retention*

- Members have **24-hour access** to their membership.
- Members receive **personalized touchpoints** throughout the year.
- Members have an **offsite experience** (member portal) that continues their on-site visit.

### 03 Climb to the Canopy View – *reporting*

- We have a **compiled list of all data** we can pull from our CRM.
- Our reports are **real-time and forward-looking** – not only past-tense.
- Data reporting runs **inter-departmentally** across teams.
- Departments can **collaborate through the data**, not in silos.

**Score your garden** → Count your checks across all three sections. **0–4 Seedling** · just breaking ground | **5–8 Growing** · roots taking hold | **9–11 Flourishing Canopy** · a resilient revenue tree

## Discuss your findings with us:

